

Digitized by Illinois College of Optometry Library

Digitized by Illinois College of Optometry Library



Digitized by Illinois College of Optometry Library

Illinois College of Optometry Library
3241 South Michigan Avenue
Chicago, IL 60616
312-949-7160

Digitized by Illinois College of Optometry Library

ICO Newsletter

VOL. IX, NO. 4

July-August, 1969

FACULTY NOTES

Dr. Darrell G. Schlange, ICO assistant professor, addressed a group of PTA members recently on the subject: "Visual Development: A Study in Learning". In attendance were 55 school administrators and 150 parents of children in special education.

Dr. Schlange also spoke on the subject: "Optometric Visual Care of the Perceptually Handicapped Child" at the Chicago Council of Catholic School Teachers in Oak Lawn, Illinois, on April 21.

Dr. Glenn H. Moore, member of the ICO Board of Trustees, recently attended a meeting of the Board of Directors of the Optometric Extension Program Foundation in Avalon, Catalina Island, California. Dr. Moore is a Board member of O.E.P.F.

Dr. Jim Fouch, director of the Robert R. McCormick Chicago Boys Club ICO Clinic, lectured to the graduate class of Roosevelt University in Chicago on July 22. His subject was concerned with the "exceptional child". Mrs. Lois Cooper, optometric assistant at the Boys Club ICO Clinic, assisted in the presentation and demonstration.

DR. ROSENBLOOM HONORED



Dr. Thomas Gray Halbe, president of the Chicago North Side Optometric Society (right) honored Dr. Alfred A. Rosenbloom, ICO dean, for his "outstanding service to humanity as being of the Illinois College of Optometry".

NEW ALUMNI DIRECTORS ELECTED



Elected as Directors of the ICO Alumni Association at the annual meeting recently held in Philadelphia are (left to right) Dr. Earl P. Fisher, (ICO '49); Dr. Seymour Galina, (ICO '48); Dr. Carl J. VanderPutten, (ICO '69); and Dr. Robert L. Rosenthal, (ICO '68).

POPE HONORS ICO ALUMNI

An autographed portrait of Pope Paul VI and a medallion were presented recently to Dr. Joseph Rosin (ICO '26), and Dr. Sorrel Rosin (ICO '56), by the Pope's secretary, Msgr. Pasquale Macchi, in appreciation of the services provided by the two optometrists who made special reading glasses for the Pope. The Drs. Rosin maintain their optometric practice in Cicero, Illinois.

DR. SHULMAN TO SPEAK AT SEMINAR

Dr. Paul Shulman, professor of optometry, Illinois College of Optometry, will be a featured lecturer at a Postgraduate Seminar to be held on Sunday, November 2. The Seminar will be sponsored by the Association of Michigan Optometrists.

All receipts of the Seminar will be donated to the ICO Building Fund, according to Dr. John Ross, president of the AMO.

An Invitation

All ICO alumni and their friends are invited to attend the formal dedication of the new Clinic and the new Educational and Research Wing of the Illinois College of Optometry to be held on Sunday, October 19 at 11:00 AM. Following the dedication, guided tours of the new facilities will be conducted.

An Open House will be held on Wednesday, October 22 from 10:00 AM until 5:00 PM for ICO alumni, their friends and guests and the general public. Tours of the new Clinic and new Educational and Research Wing will be conducted throughout the day.

HARNESSING THE EGO OF THE OPTOMETRIST

E. C. Tobiasz, O.D.
Assoc. Professor of Optometry
ILLINOIS COLLEGE OF OPTOMETRY

When a patient is in your office, you are no longer the most important person there. How should you communicate with this person? People of character, background, and education appear to delete the pronouns "I", "me", and "my" from conversation with other people, as do most of the members of the healing arts professions.

In the optometric school curricula, in what is known as clinical procedure laboratory, or by some other appropriate name, where students practice refractive procedures on other students, it is evident that most of the students are constantly referring to themselves when dealing with a patient. It is "I want you to tell me", "Will you tell me", "I will now show you two sides of a lens", and "I want you to tell me", etc., etc. This is very hard on the ears of a third person. Generally, in an optometric office there are only two people present during an examination... the doctor and the patient, although there may be more at any one time, like mother, father, brother or sister, so to whom else will the patient give answers asked by the doctor? The "I" and "me" are really redundant.

In coming into contact with other members of the healing arts... dentistry, medicine, social work, and listening to conversations between their patients, and between case worker and recipient, it was evident that the patient, or recipient, was the most important item, and that is as it should be. It was, "Will you please report", or "Does this item satisfy you?", or "Will you indicate on this report"

This sounded so much more professional. To be interested in the patient is as it should be. Direct the questions to the patient, and not toward you. Since our profession should be interested in professional attitudes, work was started in groups under my supervision to try to change the direction of interest from the doctor to the patient. This took real effort on the part of the students, who readily accepted the suggestion. They had to study, and plan how they would ask questions

of the patient. Then they would apply this by asking planned questions of the patient in the laboratory. Instead of "tell me", it was "Will you". Instead of, "Tell me when both sides are equal", it was, "Will you please report when both sides are equal?", or "Does this lens give you better vision?". Instead of "Will you tell me which lines are darker?", it became, "Do they move from one side to another?". So now, instead of "I" and "me", such phrases as, "Does this", "Do you", "Will you", "Are they", and so on are taking hold. This sort of rapport between doctor and patient is very soothing to the ears of a third person, and sounds so much more professional.

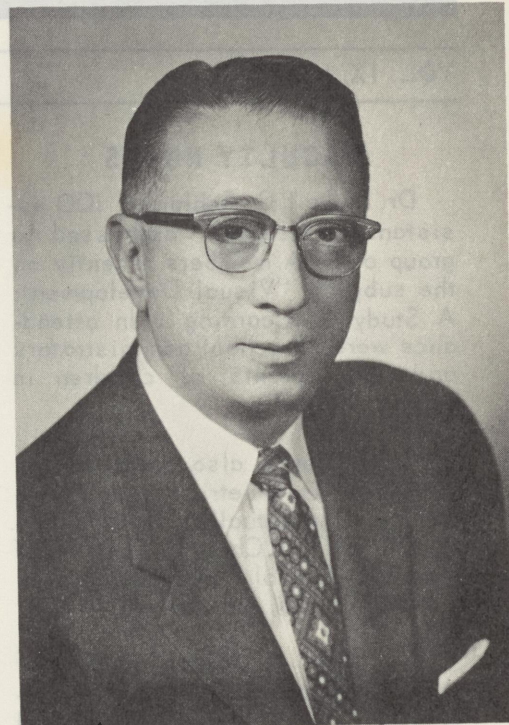
Some in our profession claim that going overboard on this is like acquiring an addiction or fetish, and that this will interfere with the relaxed attitude of the doctor toward his patient. Others feel that this is no greater task than any other form of learning situation. Once the key words like, "Will you", "Concentrate on", "Does this or that", "Is this", become part of a total knowledge of a person, recall in similar situations again is no different than recall of other pieces of knowledge as responses to specific stimuli.

Very professional people should constantly seek to improve our image in the eyes of the public... this is just one of those efforts.

The students too, agree that eliminating the reference to "self" over the years has become so imbedded that, like the cigarette habit with some people, it is most difficult to change. It requires constant conscious effort on the part of the student. It is especially difficult now because it is an initial change. With this taking hold, subsequent classes will be exposed to this new communication procedure from previous classes, and hopefully will automatically adopt the new questioning procedure.

Many of the faculty continue to carry on the egocentric line of questioning, and feel that it is up to the individual. Constructive

NEW POST FOR DR. JESS GOROSHOW



Dr. Jess E. Goroshow was recently named Assistant to the President by Dr. Eugene W. Strawn, President of the Illinois College of Optometry. Dr. Goroshow was formerly Registrar of the College. In his new position, Dr. Goroshow will assist in the overall administration of the College affairs. He will represent the President as the program officer for student loans, scholarship, and other government programs in addition to filing applications for government grants and government reports. Specifically, Dr. Goroshow will be charged with student special services. He will provide counseling concerning military matters and supervise all activities affecting students which supplement but are not part of the academic program. He will also supervise parking policy and campus security.

changes are not brought about in this fashion. All must become aware that reference to, "self" with pronouns like, "I", "Me", "My", is less professional, directing attention to the wrong person. We are interested in the patient, and all reference should be directed toward him. This does not mean that, "I", and "Me" should be deleted from our vocabulary, but should be used discriminately, and in proper good taste.

FUN AT THE ICO CABABARET PARTY



The Illinois College of Optometry and the Massachusetts College of Optometry were represented at the Cabaret Party by (left to right) Dr. C. K. Hill, director of ICO Alumni Association; Dr. Eugene W. Strawn, ICO president; Miss Lillian Licheniak, ICO admissions director; and Dr. and Mrs. Hyman Kamens. Dr. Kamens is Dean of Massachusetts College of Optometry



Dr. Kenneth P. Martin, secretary and treasurer of the ICO Alumni Association was accompanied by his family — Don, Janet, and his wife, Mary. Dr. Martin was chairman of arrangements for the Cabaret Party.



Dr. Robert L. Rosenthal, newly elected director of the ICO Alumni Association Executive Council (left) celebrated with (left to right) Mrs. Donnie Dance, Dr. Donnie Dance, ICO '68, Dr. Roger Collins, ICO '68, and his wife, Monique.



"One of the many nice things about an ICO Cabaret Party," said Dr. and Mrs. Frederick Kushner (left), "is the chance to meet old friends such as Dr. and Mrs. J. Greenberg." Dr. Kushner is president of the ICO Alumni Association.

"It's always fair weather when O.D.s from Nebraska get together," said (left to right): Dr. Dale Howell and his wife, Arlene, Dr. George Mann, Betty Wilmes, Dr. Jack Wilmes, Dr. Roger Dietz and his wife, Marjorie.



Report of a Survey of the Present Modes of Practice Of Those Who Passed the Examination of The Michigan Board of Examiners in Optometry since 1957.

by
Glyndon D. Rowe, O.D.
Chairman Board of Trustees
Illinois College of Optometry

This survey was undertaken because rumors had come to my attention that Illinois College of Optometry was sending "commercially oriented" graduates into the State of Michigan. These rumors seemed widely accepted without any demand being made for substantiating evidence. Efforts to secure gifts for the ICO Building Fund seemed to be seriously hampered by reports of these rumors.

I felt that only a factual study could prove or disprove these rumors. I began this study after discussion with the Executive Committee of the Board of Trustees of the College and others. Fortunately, I have many close friends in optometry in the state of Michigan who were very cooperative in my search for factual information. I wish to express my gratitude to these men for their assistance.

At my request, Dr. C. J. Howe, Michigan Board Secretary, supplied me with a list of the names of the individuals who successfully completed the Michigan State Board Examination during the years 1957 through 1968. The list did not include addresses or schools of origin. This list was sent to Dr. E.W. Strawn, ICO President, who checked the ICO graduates. The following statistics were compiled from the listing.

189 candidates passed the Michigan Board Examination in these 12 years;

96 or 51.3% were graduates of ICO,

93 or 48.7% were graduates of the other schools and colleges of optometry.

Of the 96 ICO graduates who passed the same board examinations:

11 are practicing in other states,

7 are in military service,

4 are not listed in "The Blue Book of Optometrists" and are considered not to be in practice in Michigan, and

1 is not practicing but is employed by a large optical company.

Of the 93 graduates of the other schools and colleges of optometry who passed the Michigan Board Examinations during these 12 years:

24 are practicing in other states,

9 are in military service,

6 are not listed in "The Blue Book of Optometrists" and are considered not to be practicing in Michigan.

Only 127 of the 189 who passed the Michigan State Board during these twelve years (1957-1968) are actually in practice in Michigan. Seventy-three (73) or 57+% are ICO Alumni. Fifty-four (54) or 42+% are alumni of the other schools and colleges of optometry. The investigation showed the following:

Of the 73 ICO graduates, 54 are in professional practice and 19 are in "commercial" practice.

Of the 54 graduates of the other optometric schools and colleges, 37 are in professional practice and 14 are in "commercial" practice.

In percentages, these figures show that 26% of the ICO graduates and 25.9% of the graduates of the other schools and colleges of optometry who passed the Michigan State Board Examinations during these twelve years and who are now in practice in Michigan are in a "commercial" environment.

The closeness of these figures was astonishing to many who had contended that Illinois College of Optometry was sending "commercially-oriented" graduates into the State of Michigan.

In my investigation, I found that many individuals now in "commercial" practice had originally opened professional offices but had abandoned them after a few months or years.

No attempt was made to determine the schools from which the non ICO alumni graduated, or to investigate the instruction given in optometric colleges on professional attitudes, or how to meet the economic conditions which will be met in early practice. However, one thing is indicated on the basis of this rather small sampling. Something is lacking in these areas when 25% of optometric graduates enter-

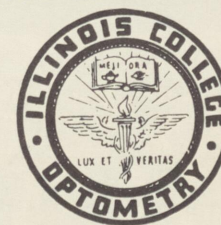
ing practice in the State of Michigan are evidently not prepared to enter a professional field and succeed when practicing in a professional atmosphere.

The survey showed that only 10.5 new optometrists have been added to the Michigan Optometric force each year. Considering the number of optometric deaths and retirements each year and the increase in population, it is apparent that the ratio of optometric practitioners to population in Michigan is actually decreasing. This suggests that Michigan optometrists should increase their efforts to recruit well-qualified students into the profession.

This survey was intended to bring pertinent facts to the Board of Trustees, the Faculty, and the Administration of Illinois College of Optometry. I would like to see a similar survey made in other states.

I believe that professional optometry on the local, state, and national levels should show greater interest in the problems of its individual practitioners, especially those who are new to practice. I am quite sure that if it did, so many of their activities would be more meaningful to the health of the profession and help to enhance the public image of the profession.

STAFF
ICO NEWSLETTER



Bill O'Brien.....Editor
 Charles Brownlow.....
Student Editor

Highly professional practice located in heavily populated area on Chicago's far north side is for sale. This practice, established for over 36 years, is well equipped. Owner is prepared for immediate transfer or a transfer within three months. For more information write to owner in care of:

Bill O'Brien, Editor,
 ICO Newsletter,
 3241 So. Michigan Ave.,
 Chicago, Ill. 60616

ALUMNI ASSOCIATION MEETING

The annual meeting of the ICO Alumni Association took place in Philadelphia on July 12, in conjunction with the AOA meeting. It was attended by 52 alumni.

Chairman of the meeting was Dr. Frederick R. Kushner, president of the Executive Council. He introduced the first speaker, Dr. Eugene W. Strawn, ICO president, who reported the progress of the ICO building program. The new clinic and teaching wing would be ready for occupancy before the end of August, said Dr. Strawn.

The following speaker was Dr. Kenneth Martin, secretary and treasurer of the Alumni Association, and he gave a report on the financial situation of the Association. He was followed by Dr. C. K. Hill, chairman of the ICO Building Fund Program who gave a detailed and comprehensive report on the Fund Program.

The final speaker was Dr. Alfred A. Rosenbloom, ICO dean, who showed transparencies on a projector which depicted the three floors of the new buildings. He also discussed the 4-year curriculum and the faculty.

One of the highlights of the meeting was the election of directors of the Association. Those elected were: Dr. Earl P. Fisher (re-elected); Dr. Seymour Salina; Dr. Carl J. VanderPutten; and Dr. Robert L. Rosenthal.



Candidates for office in the Executive Council presented their qualifications to alumni at the meeting. One of these was Dr. Albert R. Rosenthal (ICO '68) who was later elected a director of the Association.



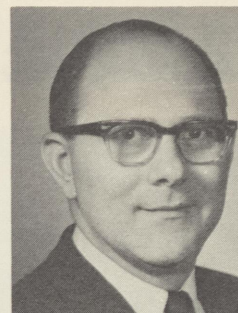
Dr. Eugene W. Strawn, ICO president (left), described to the alumni the long road and many obstacles that were overcome in reaching the goal of a new clinic and teaching wing. Dr. Frederick R. Kushner, president of Alumni Association, is seen at right.



Interested listeners were (left to right): Dr. James Gardner, member of the Advisory Committee; Dr. C. K. Hill, vice president of the Executive Council; and Dr. Alfred A. Rosenbloom, ICO dean.



Another candidate was Dr. Carl J. VanderPutten (ICO '69) who also stated his qualifications for office. He, too, was later elected a director.



Kushner's Korner

By the time this issue reaches you, the new Clinic and Teaching Wing will have been finished and occupied. As you see on the front page of this Newsletter, the formal dedication of the new buildings will take place on Sunday, October 19. All alumni are invited to the ceremony and I hope to see many of you present. You will be elated and proud to see our Monumant on Michigan Avenue. You will also find the names of the members of the President's Club on a large plaque in the entrance hall of the main building.

I have received another vote of confidence from the elected members of the Executive Council of the Alumni Association. They have given me the privilege of leading the association for another year. Dr. C. K. Hill is now your vice president, and Dr. Ken Martin remains secretary-treasurer. Dr. Earl Fisher has been re-elected to the position of director, Dr. Robert L. Rosenthal (ICO '68), Dr. Carl J. VanderPutten (ICO '69), and Dr. Seymour Galina (ICO '48) are the newly elected members of our Executive Council.

We are all extremely proud of the fact that ICO has become the first independent health care professional school to be accredited by and made a member of the North Central Association of Secondary Schools and Colleges. I wish to extend my personal thanks and the thanks of the Alumni Association to Dr. Strawn and Dr. Rosenbloom for their untiring efforts and many years of work which preceded this signal recognition.

Dr. Jimmy Gardner was not re-elected to the Executive Council but will continue his association with the Council as a member of the Advisory Committee. During his eight years as a director of the Alumni Association, he made many important contributions. We extend to him our sincere thanks for his devoted efforts and for the part he played in securing the tremendous support of the Illinois Alumni in

con't on page 8

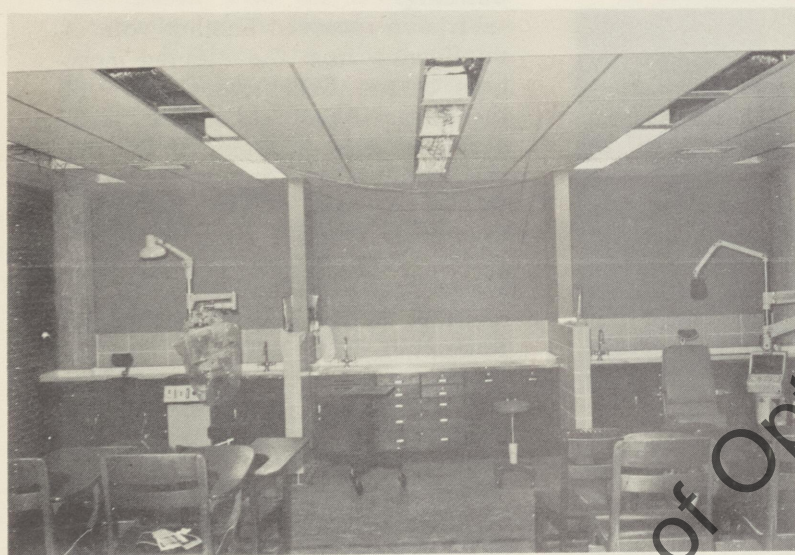
ICO CLINIC & EDUCATIONAL & RESEARCH WING



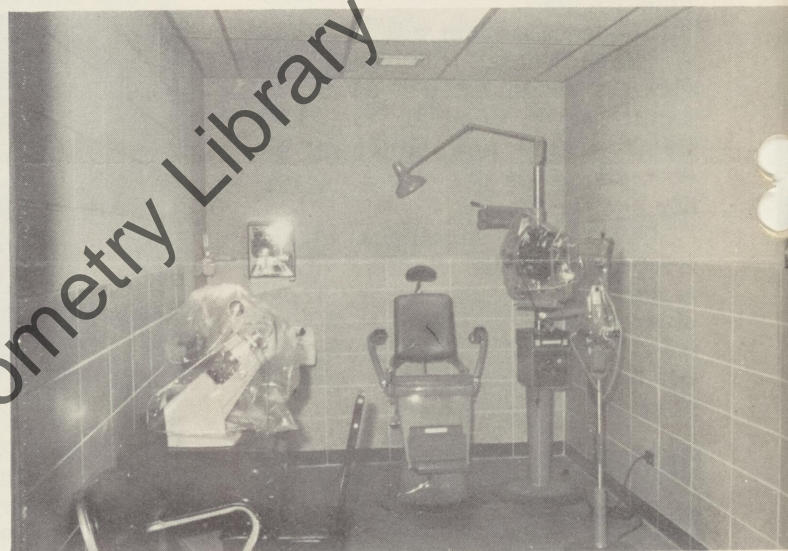
OPEN HOUSE VISIT
WEDNESDAY, CT

GUIDED TOURS OF THE BUILDINGS
WILL BE CONDUCTED

Space does not permit showing photographs of the new buildings. Here are a few examples of what you will see when you attend the Open House.



The new Pathology Laboratory - efficient, well lighted and equipped with the latest instrumentation.



This is one of forty refraction rooms in the new Clinic. Modern and fully equipped.

Mark these dates on your calendar
Formal Dedication of the new ICO Clinic and Educational & Research Wing
Sunday, October 12, 1969

Open House - Wednesday, October 15, 1969

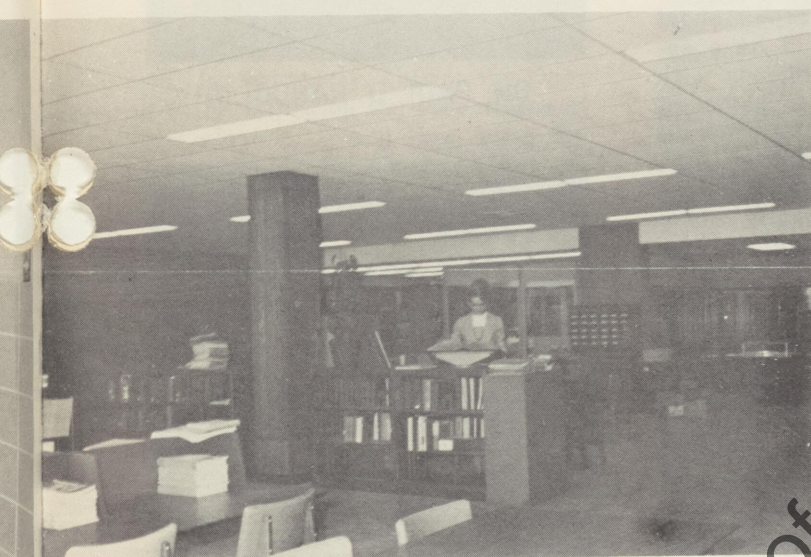
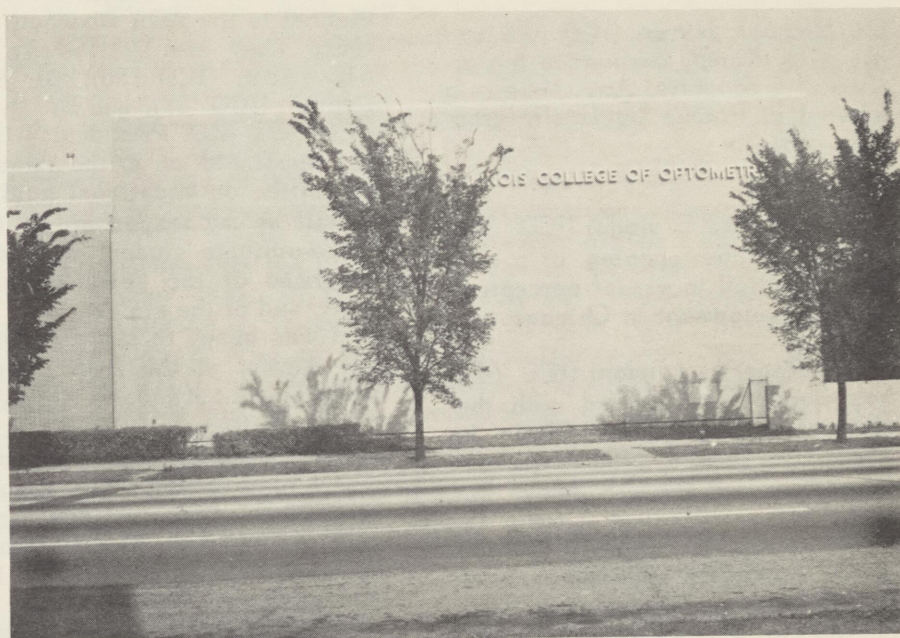
ALL ARE INVITED...COME

TO BE DEDICATED ON SUNDAY, OCTOBER 19, 1969

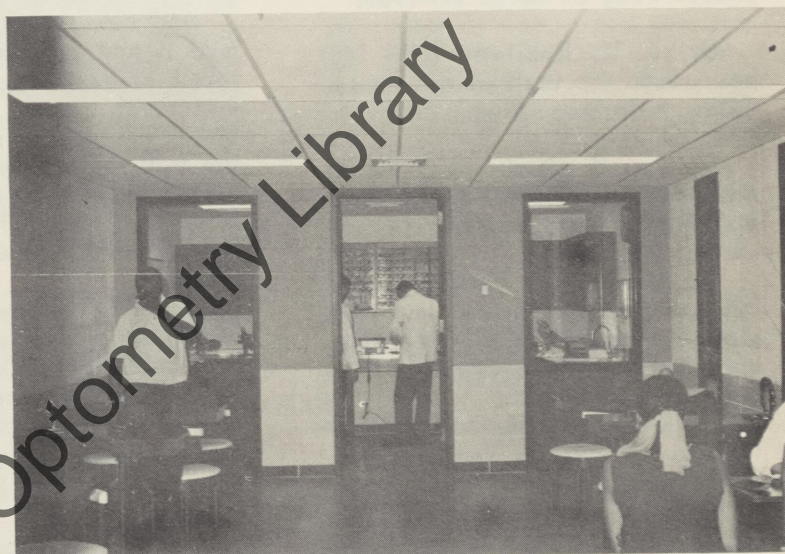
**WILL FOLLOW ON
OCTOBER 22, 1969.**

**THE NEW FACILITIES
WILL BE OPENED ON BOTH DAYS.**

Photographs of all the new facilities
are a few to give you a sample of
the Dedication and the Open House.



The new library is spacious and furnished with the most modern library equipment available.



The new Dispensing Room is furnished and decorated to please the eye and equipped to give the patient the best in eye care.

and be sure to attend...

**and new Educational and Research Wing -
October 19, 1969.**

Friday, October 22, 1969.

AND BRING YOUR FRIENDS

ALUMNI NOTES

Dr. Michael Jessen (ICO '68) and his wife, Karen, announced the arrival of a daughter, Amy. Mike is a student at Purdue University graduate school.

Dr. Leonard E. Siegel (ICO '38), announced the opening of a new office limited to visual perceptual skills development in Chicago.

Dr. Roger L. Liudahl (ICO '67), has become associated with the Medical Associates Clinic in Pierre, So. Dakota, after his recent separation from the U.S. Army.

Dr. James Darling (ICO '69) recently purchased the practice of Dr. William F. Golden of Galena, Illinois. Dr. Golden (ICO '48) passed away on March 17, 1969.

Dr. J. W. Robilette (ICO '48) has joined the staff of the Monroe Clinic in Monroe, Wisconsin.

Dr. Leo B. Glick, (ICO '41) is now located at 379 Ramapo Road in Oakland, New Jersey.

Dr. Nathan B. Goldberg (ICO '41), of Skokie, Illinois, has been elected to the office of Niles Township Highway Commissioner.

Lieutenant Colonel (Ret.) William H. Pearce, former Chief, Optometry Center, Fort Bragg, North Carolina, is presently practicing in Fayetteville, North Carolina.

Dr. L. Bruce Fosen (ICO '68) was recently inducted as a Captain in the U.S. Air Force. He is stationed at USAF Hospital, Kincheloe AFB, Michigan.

Captain James H. Kellogg, (ICO '67) has been assigned to the U.S. Air Force Hospital at Tachikawa, Japan, as an optometrist. He practiced at the Monroe Clinic, Monroe, Wisconsin, before his induction.

Dr. Dale Nelson (ICO '69) and his wife, Sharon, announce the birth of their first child, Todd Christopher. He was born on August 2, 1969 and weighed in at 8 pounds ounce.

Cont'd on page 9

KUSHNERS KORNER

Cont'd from page 5

our Building Fund Program.

Three of our Alumni have been elected to the AOA Board of Trustees. They are Dr. Bernard J. Shannon, (ICO '56), Dr. Sylvio Dupuis, (ICO '57), and Dr. DeBolt, (ICO '49). AOA President Wolfberg has appointed me to the three man committee on vocational guidance. It will be my responsibility to try to co-ordinate student procurement programs of the colleges, of the AOA, and of the states.

I was happy to see a number of our Alumni at the AOA Congress whom I have not seen in many years.

Mr. William J. O'Brien, our Executive Director, will report somewhere else in this issue about the attendance at our meetings. I recall that we had two Alumni from the Class of 1912 present, and at least one graduate of 1969. There were many of us there who have been in the profession for 25-30 years.

And now my usual report about myself and my family. I have enjoyed several long weekends with my travel trailer. As a matter of fact, I have pulled my Airstream all the way to Philadelphia, and then visited the Nation's Capitol before returning via Cincinnati where Kitty, my oldest daughter is now living.

Roxie is working at our office this summer and will be a sophomore at Simpson College this fall. My son, Ken, is now in Viet Nam and is in direct combat. I do not need to tell you that the next 330 days will be the longest days of my life.

Only one couple with their children, Dr. and Mrs. Brockman, who used to be on the ICO Clinic staff during the middle '40's came by to see us this summer. Some of you will possibly take fall or winter vacations. Whenever you are near Sheldon, please come to see us.

THANK YOU

The Illinois College of Optometry extends its thanks to the following optometrists who donated Schematic Eyes to the college:

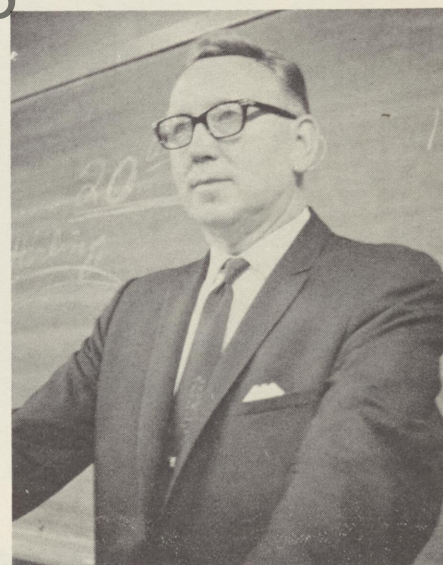
Dr. Glenn A. Bible, Clyde, Ohio
Dr. R. W. Ullery, Slayton, Minn.
Dr. R. C. Franke, Festus, Mo.
Dr. Stanley Hozempa, Kingston, Pennsylvania
Dr. J. B. Stafford, Peoria, Ill.
Dr. L. K. Phillips, Oskaoosa, Ia.
Dr. L. B. Melicher, Fargo, N. Dakota
Dr. Wm. J. Graef, Fort Atkinson, Wisconsin

ICO GUEST SPEAKERS

Dr. Lamar Wells (ICO '47) of Dixon, Illinois, and Dr. Paul D. Randolph (ICO '56) of DeKalb, Illinois, were guest speakers at an Optometric Symposium held at ICO on March 10. Their subject was "Developing Group Partnership Optometric Practices".



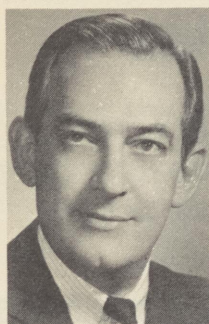
DR. PAUL D. RANDOLPH



DR. LAMAR WELLS

**VISITORS ARE ALWAYS
WELCOME AT ICO.**

**COME AND BRING
YOUR FRIENDS**



TO A BETTER PRACTICE

EARL P. FISHER, O.D.
115 Quarrier St., Charleston, W. Va. 25301

Recently I had a patient in the office who commented to me that I was the only doctor he had ever seen who said "Thank you for being a patient." Now, this might not seem like much, but, as it happens, this man sells the Dale Carnegie courses in my state. He told me that he is trying to get the dentists of my state to adopt some type of follow-up program. What he means is what Ralph Barstow refers to in his book, "How To Succeed in Optometry", as the "honeymoon period" for optometry. This is the three months following the prescribing of the glasses. It's a time when the patient is most impressed with their new ease of vision and when they will most probably refer patients to us.

I am sure this has happened to you. When you see a patient for the first time and you ask who did his last visual analysis, the patient says, "Well, I don't remember. It was Dr. What's-His-Name in the Thig-a-ma-jig Building." Well, I tell you, I decided several years ago that none of my patients were going to forget my name. I have adopted a rather close follow-up system which we apply to each and every one of our patients. It goes something like this: The patient is reappointed for dispensing of the glasses. At the time of the dispensing, we make a one-month appointment which I call a "progress adjustment". This "progress adjustment" has several benefits. I am sure you will agree most all frames need readjustment after one month. It allows the patient to express any complaints he may have. It also allows the patient to make a payment, which is most important.

In addition to the one-month appointment, we send a pamphlet which is titled, "Our Eyes", from Better Vision Institute, to each patient three weeks after the visual examination. This is a good little

ICO PARTICIPATES IN ASCO EDUCATION PROGRAM

The Illinois College of Optometry will be one of eight participating optometric colleges in the first National Continuing Education Program for Practicing Optometrists which will be held Sunday, October 12. The program is sponsored by the Association of Schools and Colleges of Optometry.

Other colleges participating in the program are: School of Optometry, University of California; College of Optometry, University of Houston; Los Angeles College of Optometry; Massachusetts College of Optometry; College of Optometry, Pacific University; Pennsylvania College of Optometry; and Southern College of Optometry. Each college will supply faculty members as guest lecturers to speak at other participating colleges.

Lecturers at the Illinois College of Optometry for the first program will be faculty members from the School of Optometry, University of California: Darrell B. Carter, O.D., Ph.D., will lecture on "The Placebo Effect on Optometry"; Lorraine W. Harwood, A.B., B.S., M.O., O.D., on the subject "Advanced Clinical Use of Modern Ophthalmoscopes"; and Elizabeth Caloroso, O.D., M.O., on "Pleoptic Methods of Treating Amblyopia".

Registration fee will be \$35.00, checks made payable to Association of Schools and Colleges of Optometry.

Those wishing to attend the ICO part of the program should contact Dr. Roy Teshima, NCEP Coordinator, Illinois College of Optometry, 3241 S. Michigan Ave, Technology Center, Chicago, Illinois 60616.

ALUMNI NOTES

Cont'd from page 8

Dr. Gregory J. Oswald (ICO '65), recently discharged from the U.S. Air Force, has resumed practice with his father, Dr. Robert J. Oswald, and partners Dr. C.K. Hill, and Dr. Don S. Corrigan in Toledo.

Dr. Richard E. Rogenthien (ICO '68) has become an associate of Dr. Leo Krop of Williamsville, New York.

Dr. Douglas Cook (ICO '67) has joined Dr. Walter E. Jeffries and Dr. James A. Poland as an associate in Frostburg, Maryland.

Dr. and Mrs. Henry Goldman (ICO '66), Charlotte, N. Carolina, announced the arrival of a seven pound, three ounce daughter, Laurie Suzanne, on April 21.

Dr. and Mrs. Ronald Kraar (ICO '65), Chicago, announced an increase in their family with the arrival of a son, Johnathan Stephen, who weighed in at seven pounds, one ounce on February 19. Johnathan joins sisters Julie, 7, and Ellen, 4.

**JOIN THE
PRESIDENT'S CLUB

SUPPORT THE ICO
BUILDING AND
DEVELOPMENT
PROGRAM**

pamphlet. It gives some good information about the eyes. We also include a little card which says we feel that they would like to have this information to understand better how vision works. At the end of six weeks we send a follow-up letter to each patient. This letter thanks them for being a patient and encourages them to refer patients to us when they have the opportunity.

It is not the type of letter I would write to you, but it is the type of letter that patients understand. We have two letters - one for regular patients, and one for new patients.

This means that we see the patient a week after the visual analysis for dispensing, they receive the BVI pamphlet and insert in three weeks they are back in the office for a post adjustment in a month, and they receive the letter at the end of six weeks. This keeps my name before the patient a good number of times during the "honeymoon period" and certainly does encourage them to send patients to us.

I hope you use some type of system such as this in your office for referrals. If you think you can use my information, just send a self-addressed, stamped envelope, and I would be more than happy to supply you with samples. I am sure that, with some changes, this system would fit into your office.

Fraternally yours,
Earl P. Fisher, O.D.

NEXT ISSUE: "What Is Your Practice Really Worth?"

ICO ALUMNI ASSOCIATION FINANCIAL REPORT

PRESIDENT'S CLUB ADDITIONS

Dr. James M. Harmon, Ind.
ICO Graduating Class of 1969.
Dr. Paul H. Wallen, Wash.
Dr. Leon J. Regner, Wisc.
Dr. William G. Pope, Mich.
Dr. Carl J. VanderPutten, N.Y.

ADDITIONAL PLEDGES

Dr. Sterrett S. Titus, Mo.

ANNUAL DUES PAID MARCH, 1969

SUSTAINING MEMBERSHIPS (\$25.00 OR MORE)

ARIZONA

Dr. D. R. Atwood

NEW JERSEY

Dr. Steven Shapiro

OHIO

Dr. C. T. Kopan

REGULAR MEMBERSHIPS

ILLINOIS

Dr. D. L. Jerome
Dr. P. H. Johnsen
Dr. R. J. Kafka
Dr. George E. Rich
Dr. Esther Silver
Dr. R. F. Taylor

INDIANA

Dr. R. J. Blume

IOWA

Dr. R. J. Niemann
Dr. Frank M. Root

MASSACHUSETTES
Dr. William F. Hrabá

MICHIGAN
Dr. H. B. Sofen

MINNESOTA
Dr. T. R. Barber
Dr. M. R. Gutfleisch
Dr. Gary A. Olson
Dr. Duané Wallaker

NEBRASKA
Dr. R. K. Anderson

NEW YORK
Dr. K. William Roeloffs

OHIO
Dr. Manny Comisar
Dr. D. M. Herman

PENNSYLVANIA
Dr. R. J. Brown

TENNESSEE
Dr. O. C. Wells
Dr. C. S. Whitaker

UTAH
Dr. C. E. Hansen

WASHINGTON
Dr. Joe E. Corliss

WISCONSIN
Dr. Joseph P. Guenveur
Dr. W. C. Taylor

JUNE, 1969

SUSTAINING MEMBERSHIPS (\$25.00 OR MORE)

ARIZONA
Dr. C. W. Rayle

FLORIDA
Dr. John R. Keene

MICHIGAN
Dr. Otis McDonald

REGULAR MEMBERSHIPS

CALIFORNIA
Dr. W. L. Huff

FLORIDA
Dr. Alvin L. Frey

ILLINOIS
Dr. Marvin O. Bloch
Dr. Carl Vander Putten
Dr. H. L. Whitmer

IOWA
Dr. S. B. Rose

KANSAS
Dr. Rodney McClay

MASSACHUSETTES
Dr. Richard Glueth

MICHIGAN
Dr. A. De Rubeis
Dr. William Furman
Dr. Milton A. Meyers
Dr. Will E. Phillips

MISSOURI
Dr. Nola L. Carmack

VIRGINIA
Dr. Marcus W. Arnold, Jr.

WASHINGTON
Dr. Carl R. Olson

WISCONSIN
Dr. Harold E. Magnan
Dr. Vernon P. Smeback

JULY, 1969

SUSTAINING MEMBERSHIPS (\$25.00 OR MORE)

ILLINOIS
Dr. Conrad W. Stoll

REGULAR MEMBERSHIPS

ALABAMA
Dr. A. C. Rooks

IDAHO
Dr. Parry W. Harrison

ILLINOIS
Dr. Bernadine H. Mulligan

MICHIGAN
Dr. William J. Fortney

MINNESOTA
Dr. B. W. McKee
Dr. Milton W. Mootz

MISSOURI
Dr. H. F. Blankenship
Dr. Howard R. Fields
Dr. Angelo P. George

OKLAHOMA
Dr. J. M. Wilk

UTAH
Dr. Desmond O. Larson

WASHINGTON
Dr. Philip W. Myhre

WISCONSIN
Dr. Jack R. Larson

PLAN NOW TO ATTEND THE

ICO ALUMNI LUNCHEON

THURSDAY, OCTOBER 16

PERE MARQUETTE HOTEL

PEORIA, ILLINOIS

THE FOLLOWING BOOKS ARE AVAILABLE AT THE ICO BOOKSTORE

ADVANCED BIOLOGICAL SCIENCE

BECKER-SHAFFER — Diagnosis and Therapy of the Glaucomas	18.50
COGAN — Neurology of the Ocular Muscles	9.00
COGAN — Neurology of the Visual System	14.00
DUKE ELDER — System of Ophthalmology:	
Vol. I — The Eye in Evolution	27.50
Vol. II — The Anatomy of the Visual System	30.00
Vol. III Part I — Embryology	16.50
Part II — Congenital Deformities	34.50
Vol. VII — The Foundations of Ophthalmology	30.00
ELLIS & SMITH — Handbook of Ocular Therapeutics and	
Pharmacology	9.75
JACOBSON — Clinical Electroretinography	8.50
LASHLEY — Brain Mechanisms and Intelligence	1.75
LYLE — Neuro-Ophthalmology	17.50
MICHAELSON — Retinal Circulation in Man and Animals	6.75
NEWELL — Ophthalmology	12.25
PRINCE — Comparative Anatomy of the Eye	8.50

BASIC BIOLOGICAL SCIENCE

CHUSID & McDONALD — Correlative Neuroanatomy	6.50
GOSS — Gray's Anatomy	22.50
NETTER — The Nervous System	7.00

CONTACT LENSES

GROSVENDOR — Contact Lenses Theory and Practice	10.50
HARTSTEIN — Questions and Answers in Contact Lenses	10.75
MANDELL — Contact Lens Practice, Basic and Advanced	23.50
VODNOY — The Practice of Vision Care Orthoptics and	
Corneal Contact Lens Fitting	7.95

DEVELOPMENTAL VISION

APELL & LOWRY — Preschool Vision	6.00
BARTLEY — The Human Organism as a Person	8.50
DELACATO — Diagnosis & Treatment of Speech and	
Reading Problems	6.75
DELACATO — Treatment and Prevention of Reading Problems	4.75
ELLINGSON — The Shadow Children	6.50
FISHER — The Montessori Manual	5.00
FROSTIG — Teacher's Guide	3.50
GESELL — Vision: Its Development in Infant and Child	11.50
GETMAN — How to Develop Your Child's Intelligence	3.50
GETMAN — Developing Learning Readiness	5.50
KEPHART — The Slow Learner in the Class Room	6.50
KEPHART — Success Thru Play	3.95
LASHLEY — Brain Mechanisms and Intelligence	1.75
MANAS — Visual Analysis (3rd Edition)	7.50
MANAS — Visual Training Workbook	4.00
MONTESSORI — Dr. Montessori's Own Handbook	1.75
MONTESSORI — Spontaneous Activity in Education	2.45
MONTESSORI — The Montessori Method	1.95
WINTER HAVEN — Perceptual (Copy) Forms	2.00

GEOMETRICAL AND PHYSICAL OPTICS

BRAGG — The Universe of Light	1.85
CONRADY — Applies Optics and Optical Design, Vol. I	3.50
CONRADY — Applies Optics and Optical Design, Vol. II	3.50
DRUDE — The Theory of Optics	2.45
FINCHAM — Optics	12.00
HUGGENS — Treatise on Light	1.50
JOHNSON — Optics and Optical Instruments	1.75
KLINE — The Theory of Electromagnetic Waves	3.00
MACH — The Principles of Physical Optics	2.00
MANNING — The 4th Dimension Simply Explained	1.35
MINNAERT — The Nature of Light and Color in the Open Air	2.00
MOON — The Scientific Basis of Illuminating Engineering	3.25
NEWTON — Opticks	2.25
SAWYER — Experimental Spectroscopy	2.25
SOUTHALL — Mirrors, Prisms and Lenses	3.75
WINTER HAVEN — Procedure Manual — Template Procedure	3.50

MISCELLANEOUS

BROWN — The Nongrade High School	7.95
CHARPILL — Through the Alimentary Canal With Gun and	
Cameras	1.10
CRC — Standard Math Tables, 13th Edition	3.50

CROXTON — Elementary Statistics with Applications in	
Medicine and the Biological Science	2.00
EDWARDS — Statistical Analysis — Revised	5.00
EDWARDS — Statistical Analysis Workbook	2.50
HANSELL — A System of Ophthalmic Illustration	5.75
HOFSTETTER — Industrial Vision	10.00
LEVINSON — Chance, Luck and Statistics	1.85
MANN — Analysis and Design of Experiments	1.45
SCHAPERO — Dictionary of Visual Science	24.95
STEDMAN — Stedman's Medical Dictionary	14.00
STICKER — How to Calculate Quickly	1.00

LOW VISION

FONDA — Management of the Patient with Subnormal Vision	11.75
---	-------

PRACTICE MANAGEMENT

BARSTOW — How to Succeed in Optometry	4.50
ELMSTROM — Optometric Practice Management	15.00

OPHTHALMIC OPTICS

EPTING & MORGET — Ophthalmic Mechanics and Dispensing	12.50
KOZOL — Ophthalmic Fitting & Adjusting	6.50
DOWALIBY — The Fundamentals of Cosmetic Dispensing	7.50

OCULAR PATHOLOGY

ADLER — Textbook of Ophthalmology	9.00
COGAN — Neurology of the Ocular Muscles	9.00
COGAN — Neurology of the Visual System	14.00
ELLIS & SMITH — Ocular Therapeutics & Pharmacology	9.75
GEERAETS — Ocular Syndromes	7.50
HAESSLER — Eye Signs in General Disease	5.75
HARRINGTON — The Visual Fields	16.75
LARSEN — Atlas of the Fundus of Eye	27.00
LYLE — Neuro-Ophthalmology	17.50
NEWELL — Ophthalmology	12.25
NOVER — The Ocular Fundus	15.00
PERKINS & HANSELL — An Atlas of Diseases of the Eye	13.50
VAUGHN — General Ophthalmology	6.00
WRIGHT — Questions and Answers in Ophthalmology	10.75

REFRACTION

DUKE ELDER — Practice of Refraction	8.75
FILES — The Principles and Practice of Refraction and Its	
Allied Subjects	17.50
MANAS — Visual Analysis, 3rd Edition	7.50

PHYSIOLOGICAL & PSYCHOLOGICAL OPTICS

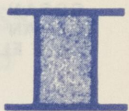
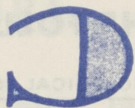
ADLER — The Physiology of the Eye	19.75
GREGORY — Eye and the Brain	2.45
BARTLEY — Principles of Perception	7.50
BARTLEY — The Human Organism as a Person	8.50
DAVSON — The Eye, Vol. II	22.00
The Eye, Vol. III	12.00
The Eye, Vol. IV	14.00
DAVSON — The Physiology of the Eye	15.00
GREGG & HEATH — The Eye and Sight	1.35
GREGORY — Eye and the Brain	2.45
KEENEY — Lens Material in the Prevention of Eye Injuries	2.25
RUBIN — Studies in Physiological Optics	6.50
SOUTHALL — Introduction to Physiological Optics	2.25

ICO PRESS

Handbook of Clinical Procedures	4.00
Near Point Cards	1.50

15¢ postage for each book, Illinois resident's tax 5%

When ordering, please enclose check or money order for full amount.



ILLINOIS COLLEGE OF OPTOMETRY
3241 South Michigan Avenue
Chicago 16, Illinois

ALUMNI NEWS LETTER



NON-PROFIT ORG.
U.S. POSTAGE
PAID
CHICAGO, ILL.
PERMIT NO. 60

GUESTS MEET AND GREET OLD FRIENDS AT THE ICO CABARET PARTY



And here are Sears and Roebuck. In the original, however. Left is Dr. Paul Sears, ICO '51 with Dr. James A. Roebuck, ICO '49.



Dr. James M. Moye, Laurel Miss., (left) renewed an old friendship with Dr. and Mrs. Frederick R. Kushner, president of ICO Alumni Association.



Two classmates from the ICO Class of 1912 got together at the party when Dr. Felix Koetting, member of the ICO Board of Trustees chatted with Dr. Mildred B. Winslow of Winsted, Connecticut.

Digitized by Illinois College of Optometry Library

Digitized by Illinois College of Optometry Library



302792

Digitized by Illinois College of Optometry Library

